IMPACT OF LARGE-SCALE RETAILING ON CONSUMERS AND SMALL TRADERS: A STUDY WITH REFERENCE TO DAKSHINA KANNADA DISTRICT

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Confirmation

I hereby declare that this Synopsis entitled "IMPACT OF LARGE-SCALE RETAILING ON CONSUMERS AND SMALL TRADERS: A STUDY WITH REFERENCE TO DAKSHINA
KANNADA DISTRICT" is carried out by me under the guidance of Dr. Yathish Kumar, Associate Professor, Department of P.G Studies in Commerce, University College, Hampankatta, Mangaluru-575001

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1.0 INTRODUCTION

The emergence of 24/7 culture has exerted a significant influence on the transformation observed in several industries. It is unsurprising to acknowledge that the retail sector is inherently characterised by constant change. Over the past decade, the retail sector has undergone significant change, resulting in profound and wide-ranging impacts (Pradhan, 2017). Technological advancements have recently led to rapid changes and upheavals in the retail industry, particularly in warehouse operations, customer experience, and consumer analytics. Emerging technologies, including artificial intelligence (AI), have generated an increasing interest in the retail sector. (Sabanoglu, 2022; Shankar et al., 2021). This increased emphasis on technology innovation is a strategic reaction to the immense scale of the retail sector.

Retailing is a major sector that contributes significantly to the economies of all countries. The retail business is one of the largest and most diverse in the world, and several retailers rank among the world's biggest companies (Dekimpe, 2020). It is present in all countries and is particularly intense in the advanced economies of Europe and North America. Conversely, the economies of Asia-Pacific, Middle East, and Latin America have experienced rapid growth in recent decades (Kearney Report, 2023).

The market size of the world retail sector was assessed at $21237.64 billion in 2022 and is expected to reach $41368.44 billion by 2030, with a compound annual growth rate (CAGR) of 7.69% from 2023 to 2030 (Retail Industry Market Size and Forecast, 2023). The United States accommodates the three preeminent global retail corporations, specifically Walmart, Amazon, and Costco. The overall retail market revenue in the United States surpassed seven trillion U.S. dollars in 2022 (Sabanoglu, 2022). The 2023 worldwide Retail Development Index of emerging world markets by A.T. Kearney, a prominent consulting firm, highlights that economic development and trade policy play crucial role in influencing the expansion of consumer markets on a worldwide scale. The retail sector in China has developed into one of the largest and continuing to expand consumer markets globally, fueling a substantial increase in the purchasing power of the Chinese populace as rural and urban households have observed a constant rise in disposable incomes (Mordor Intelligence, 2023).

According to the survey, retail sector in India is predicted to rise to US$1.4 trillion by 2026 and more than US$1.8 trillion by 2030. It is also anticipated to create 25 million new employments by that year, with integrated offline and online retail models accounting for more than half of these positions (Birch, 2022; Kearney Report, 2023). In India, the government's policies, such as approving 100% foreign direct investment (FDI) in single-brand retail and 51% FDI in multi-brand retail, are anticipated to

1.1 INDIAN RETAIL INDUSTRY ANALYSIS

intensify competition in the country's retail sector (Mordor intelligence, 2023).

The retail business in India has experienced significant growth and has emerged as one of the fastest-growing industries worldwide (Deepak & Singh, 2017). The retail industry in India is now seeing significant growth, not just in major cities but also in tier II and tier III towns (Minhas, 2022). The expansion in the retail industry may be attributed to several causes, including the shifting demographic profile, increased disposable income, growing urbanisation, and evolving customer preferences (India Brand Equity Foundation, 2023). The Indian retail market is presently the fourth largest in the globe (Kalia, 2023). It contributes more than 10% to the gross domestic product (GDP) of the nation and accounts for over 8% of job opportunities (Kalia, 2023; Retail Industry in India, 2023). The growth of new business models of collaboration, specifically the "Offline + Online" (O+O) approach to retail has been influenced by several macro-economic factors. These include the demonetization policy implemented in 2016, the initiation of GST changes, and the onset of the COVID-19 pandemic in late 2019. These events have acted as catalysts, both directly and indirectly, in shaping the O+O retail model (Ghosh et al., 2021). The valuation of the retail industry in FY 2022 was INR 62.90 trillion, and it is projected to attain INR 120.59 trillion by FY 2027, exhibiting a compound annual growth rate (CAGR) of 14.22% (*Retail Industry in India*, 2023). The retail industry encompasses several segments, such as Food & Grocery, Jewellery, Apparel, Furniture, Pharmacy, Mobile, Consumer Durables, Beauty & Personal care, Footwear, and other related categories. According to a study conducted by Kearney Research, it is anticipated that India's retail sector would see a comparatively moderate growth rate of 9% from 2019 to 2030. This growth is expected to result in an increase in the industry's value from US$ 779 billion in 2019 to US$ 1,407 billion by 2026, and subsequently surpassing US$ 1.8 trillion by the year 2030.

1.2 ORGANISED AND UNORGANISED RETAILING

The retail industry comprises organised and unorganised sectors. The National Commission for Enterprises in the Unorganized Sector (NCEUS) defines Unorganized sector as "A sector consisting of all unincorporated private enterprises owned by individuals or households engaged in the sale or production of goods and services operated on a proprietary or partnership basis and with less than ten total workers" (The National Commission for Enterprises in the Unorganized Sector, 2007). The definition of the Organised Sector can be derived from the definition of the Unorganised Sector stated above. The Organised Sector refers to a sector that includes all incorporated enterprises involved in the production and sale of goods and services. These enterprises operate as private limited or limited organisations and are governed by the Companies Act. Additionally, they employ more than ten workers in total (Gurjar & Bhattacharya, 2016).

Organised retailing offers significant benefits to customers and has enormous growth potential, resulting in a greater contribution to the country's GDP and the creation of employment opportunities. Organised Retail Sector, mostly would cover company owned retail setups. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses (Haritha et al., 2017; Sane & Chopra, 2014). In other words, organised retailing involves managing an enterprise in a methodical and systematic manner. It is a retail establishment that consolidates and categorises all items in a single location. In contrast to unorganised retail where various goods are offered in separate stores, organised retailing offers a wide range of brands and diverse goods conveniently located in a single location. Organised retail includes a variety of forms, usually consisting of a multi-owner chain of stores or distribution hubs that are owned by many individuals and managed by professionals.

Unorganised retailing, on the other hand, refers to the traditional formats of low-cost retailing, such as, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc (Guruswamy et al., 2005). This sector is characterised by the presence of small and scattered entities that offer goods or services from a fixed or mobile site. Retail outlets such as hypermarkets, supermarkets, and convenience stores are prevalent in developed countries, but they have just recently been introduced to developing countries. In developing countries, unorganised retail remains prevalent, with wholesalers and retailers procuring goods directly from

manufacturers and agricultural producers to supply small stores and unorganised marketplaces.

1.3 LARGE-SCALE RETAILING

Large-scale retailing is "the type in which single type of goods or a variety of goods is made available to a large number of consumers either in a big shop under a single roof or in various shops at the convenience of customers or directly delivered at the place of the customers" (Jeong, 2017). Large-scale retailing refers to the provision of large product assortments. These assortments can only be achieved if there exist platforms that can gather items from many scattered sources and reach significant marketplaces for these assortments**.**

2.0 REVIEW OF LITERATURE

The researcher made an effort to evaluate pertinent prior studies in order to strengthen and expand the current research. The reviewed sources are organised into 5 broader themes. At first, a detailed review of literature on the factors influencing consumers perception towards a retail outlet is discussed. Next the researcher reviewed the articles on preference towards a retail outlet, which is followed by a review on satisfaction and revisit intension. In the next part a review on retailers' perception is carried out. At the end the researcher analysed the past literature relating to the area of impact of largescale retailing. A summary of literature on five broader themes is presented in a tabular form as depicted below:

2.1 A Brief Review of Literature on Factors Influencing the Consumers Perception towards a Retail Outlets:

Authors Name	Year	Country	Factors
Zimmerman	1941	United States	Price and Self-Service.
Lorch & Smith	1993	Canada	Parking Space and Proximity.
Dabholkar	1995	United States	Technological Products and Self-Service Alternatives.
Wakefield & Baker	1998	United States	Tenant Variety, Mall Environment, and Purchasing Involvement.

Galata et al.	1999	United States	High-Low Promotional Price and Every Day Low Price.
Morschett et al.	2005	Germany	Store's Ambiance, Service, and Organisation.
Parikh	2006	India	Parking Facility and Service Quality.
Carpenter & Moore	2006	United States	Parking Space, Congestion and Purchasing Convenience.
Anand & Sinha	2009	India	Familiarity with options.
Goswami & Mishra	2009	India	Location of the Store, Product Quality, Availability of Home Delivery, Trustworthy Salespeople, Cleanliness, Discounts and Offers.
Rajagopal	2009	Mexico	Atmosphere, Variety, Promotional Offers, and Relative Economic Benefits.
Hillbun et al.	2009	---	Always Low Price (ALP) and Low Price Guarantee (LPG).
Jayasankaraprasad	2010	India	Bulk Purchase, New Product Launches, Store Environment, Store Location, Visual Merchandising, Store Timing, Interpersonal Interaction Building and Past Experiences
Sivaraman	2010	India	Store Image, Brand Choices, Different Range of Products, Price, Store Ambience, Shop Proximity, Credit Availability and Additional Services.
Shen & Tsuifang	2011	Taiwan	Design factors, Ambient factors and Social factors.
Khare	2011	India	Ambiance, Superior Facilities, and Assortment of Stores.
Amit & Kameshvari	2012	India	Product Selection, One-Stop Purchasing, Branded Goods and Parking Facilities.
Mishra	2012	India	Proximity, Convenient Shopping Hours, Bargaining Opportunities, Credit Sales Facilities, Small Quantities of Products, and Home Delivery Facilities.
Rishi & Singh	2012	India	Discounts, Quality, Local Brands, Display,

			Visual Appeal, Salesperson Conduct and Choice of Children.
Gupta & Tandon	2012	India	Product Quality, Branded Products, Product Availability, Shelf Display, Cleanliness, Atmosphere, Entertainment for Children, Parking Space, Proximity, Ease of Invoicing and Availability of Replacements
Zia et al.	2012	India	Execution-Related Excellence and Problem Resolution.
Tripathi & Dave	2013	India	Combined Overall Relationship Quality due to the Store and its Employees.
Hemalatha & Najma	2013	India	Customer Service, Salesperson Response and Convenient Payment and Delivery Options.
Rajendhiran et al.	2013	India	Quality, Service and the Price.
Zia & Mohammad	2013	India	Shopping convenience, Helpfulness, Place to enjoy, Acknowledgment, Transactions, Store service quality, and Merchandise.
Das	2014	India	Self-Congruence, Retailer Awareness, Retailer Associations and Retailer Perceived Quality.
Hosseini et al.	2014	Malaysia	Store Atmosphere, Music, Product Quality, Service, and Convenience.
Ahmed & Mayya	2015	India	Selection of Products, Well-Known Brands, One-Stop Purchasing, New Product, Festive Promotions and Extensive Discounts.
Devi & Kumar	2015	India	Variety of Products.
Makgopa	2016	South Africa	Seasons and Promotion Offers.
Shamout	2016	England	Promotional Offers.
Chaudhary & Sharda	2017	India	Easy Accessibility, High-Quality Products, Quality Time, Purchasing Comfort, Infrastructure Facility, Add-On Services and Extensive Product Selection.
Kushwaha et al.	2017	India	Service Experience, Acoustics, Proximity and Demonstration, Convenience, Internal Environment, and Utilitarian Characteristics.

Bano & Ahmed	2019	India	Marketing strategies, Store Ambience, Additional Services, Purchasing Convenience and Services.
Nair & Shams	2020	India	Store Ambience, Promotional Offers, Convenience, Facilities, Merchandise, Staff Interactions and Services.
Bannor et al.	2022	Ghana	Convenience, Diverse Products, High-Quality Products and Food Safety, Consistent Product Supply, Shopping Environment, Customer Service and Social Influence.
Essardi et al.	2022	Netherland	Service Quality, Product Variety, Store Environment and Pricing.
Elhajjar	2023	Republic of Lebanon	Emotional, Social and Utilitarian Factors.
Manuere	2023	Zimbabwe	Location, Children's play spaces, and Parking place.
Gupta & Mukherjee	2024	India	Spiritualism, minimalism, self-transcendence, benevolence, reciprocity and hedonic factors

2.2 A Brief Review of Literature on Consumer Preference

Authors Name	Year	Country	Findings
Kim	1997	Korea	Heterogeneity in terms of regularity and frequency of shopping trip.
Sinha et al.	2002	India	Prefer store with shortest travel time or the amount of time spent in the store.
Tripathi & Sinha	2008	India	Consumers first select a store format and then a specific store within that format.
Oh & Kwon	2009	United States	Price promotions during the holiday season are extremely beneficial.
Khan & Chawla	2014	India	Income and product price has direct effect on consumers' purchasing decisions.
Nilsson et al.	2015	Sweden	Consumers conduct their major shopping at

			convenience stores and their minor shopping at supermarkets.
Lakshmi et al.	2017	India	Gender is the most significant factor of all, playing a crucial role in purchasing decisions.
Raina & Kumar	2017	India	Residents of Tier 1 cities prefer to do their grocery and food purchasing at organised retail outlets.
Guruprasad	2018	India	Consumers prefer to use debit cards and cash to purchase from supermarkets.
Evangelista et al.	2020	Vietnam	Hedonistic consumers are motivated by positive emotions; they shop to alleviate tension and stay up with the latest fashions.
Ubba & Sharma	2020	India	There are significant differences between the preferences of male and female consumers regarding the attributes of kirana stores.
Hiremath et al.	2023	India	Customers' age, gender, occupation, schooling, monthly household income, family size, and distance travelled to the store all play an essential role in their retail format choice.
Bronnenberg et al.	2024	-	Incremental time leads to purchase of variety of products, additional shopping trips leads to purchase of time intensive and expensive products.

2.3 A brief Review of Literature on Shopping Satisfaction, WOM and Revisit Intention

Authors Name	Year	Country	Findings
Bloemer & De Ruyter	1997	Switzerland	Satisfaction has a positive effect on store loyalty, whereas involvement and deliberation have negative effects.
Sirohi et al.	1998	United States	High level of competitor attractiveness, perceived value plays a significant role in the determination of store loyalty intention.

Bloemer & Schroder	2002	Belgium	Consumer relationship propensity, store image, and positive affect have a positive influence on store satisfaction.
Carpenter & Fairhurst	2005	United States	Customer satisfaction is positively related to customer loyalty and word-of-mouth communication.
Anselmsson	2006	Sweden	Selection, shopping environment, sales staff, promotional offers, convenience shopping, store location, merchandising policy, and refreshments contribute to consumer satisfaction.
Jones et al.	2006	United States	Hedonic shopping value has a greater impact on positive word of mouth and brand loyalty.
Hart et al.	2007	United Kingdom	Shopping experience enjoyment has a considerable positive impact on consumers' repatronage intentions.
Prasad & Aryasri	2008	India	Customer satisfaction is one of the most important factors, along with commitment and trust, for sustaining high-quality customer relationships and loyalty.
Kabadayı & Alan	2012	Turkey	Positive emotions and technology orientation were found to have positive effects and a significant relationship with revisit intention,
Watanabe et al.	2013	Brazil	"Personnel," "Product," and "Price" attributes had a positive effect on satisfaction, with "price" having the strongest impact.
Deepa & Chitramani	2014	India	Positive correlation between programme loyalty, store satisfaction, and store loyalty.
Nezakati et al.	2014	Malaysia	Customer satisfaction played a significantly larger role in determining the consumers' repatronage intention.
Pattarakitham	2015	Bangkok	Convenience has the greatest effect on customer satisfaction, followed by variety and customer interaction.
Thilina &	2015	Sri Lanka	Influence of physical evidence increases the

Liyanage			tendency for revisit intention over word-of-mouth recommendation.
Liu & Lee	2016	Taiwan	Positive relationship between service quality and WOM (Word of Mouth).
Ayuni	2017	Indonesia	Shopper Satisfaction and Shopping Value have a significant impact on the revisit Intention.
Terblanche	2018	South Africa	Strong positive correlation exists between customer satisfaction and future patronage intentions.
Errajaa et al.	2022	France	Social atmospherics have a positive effect on satisfaction, relational factors, and satisfaction mediating effects.
Faria et al.	2022	Portugal	Consumers with a greater appreciation for store design demonstrate a lower effect of satisfaction on their retail brand loyalty.
Lembah & Haryanto	2022	Indonesia	Consumer satisfaction influences repurchase intention, and repurchase intention influences word of mouth.
Moharana & Pattanaik	2023	India	Shopping values have a considerable influence on shopping satisfaction and store revisit intentions.
Saman et al	2023	Indonesia	Store environment, quality of store personal, and customer pleasure all positively affect patronage intentions.

2.4 A brief Review of Literature on Retailers Perception

Authors Name	Year	Country	Findings
Kathuria & Jain	2012	India	The factors 'Number of products under one roof' and 'Product variety' played a significant role in the migration of consumers from unorganised retail to organised retail outlets.
Praharsi et al.	2014	Indonesia	Strategic planning is critical for small independent retailers due to its influence on the retailer–supplier relationship and consumer loyalty program.

Chinnaraja & Manian	2015	India	After the introduction of organised retail outlets, consumers' purchasing behaviour has changed significantly.
Rani	2019	India	Consumers are attracted to well-organized stores because of their positive public image.
Sangvikar et al.	2019	India	Customers favour purchasing daily or weekly loose products from unorganised stores and monthly from organised stores.

2.5 A brief Review of Literature on Impact of Large-Scale Retailing on Small Traders

Authors Name	Year	Country	Impact
Reardon & Hopkins	2006	US and Western Europe	Increase in the market share of the supermarkets leads to decrease in the market share of traditional stores.
Kalhan	2007	India	Cost prices, operating costs, taxes, selling price, and advertising of the large-scale retail outlets are the primary factors contributing to unorganised retailers' competitive disadvantage.
Joseph et al.	2008	India	Unorganised retailers in the vicinity of organised stores experience a sales and profit decline, and it also predicts that this negative impact will subside over time.
Kumar et al.	2008	India	Organised retailing will have negative effects on kirana stores, merchants, and commission agents.
Ailawadi et al.,	2010	United States	Incumbents incur significant sales losses as a result of Wal-Mart's entry.
Kumari, 2010	2010	India	Unorganised retailers are experiencing a decline in sales and revenues, posing a threat of closure or a significant decline in business.
Hamil & Antony	2011	India	Supermarkets have had a negative effect on unorganised retail outlets, resulting in the loss of

			employment in small retail outlets.
Shmarma et al.	2011	India	Presence of organised retailers has little effect on unorganised retailers.
Singh & Bansal	2011	India	Reduction in the sales volume, profits, and employment opportunities in unorganised retail stores.
Gupta et al.	2012	India	Unorganised retailers have been negatively impacted in terms of business volume and profit
Dua & Verma	2013	India	After the emergence of large organised retail stores, the sales of small retail stores have decreased.
Kalirajan & Singh	2013	India	Emergence of organised retail outlets displaced some unorganised retail outlets, but boosted employment in urban areas.
Atham & Priyadharshini	2014	India	Unorganised retail stores has reduced workforce in unorganised retail stores, as a result they begun employing family members to reduce operating costs.
Jayadatta et al.	2016	India	Unorganised retailers struggle with supply chain management, the incorporation of new technologies, and e-commerce, in addition to obtaining government approval.
Mayya	2016	India	Negatively impacted in terms of sales, profits, and customer count.
Yadav et al.	2016	India	The presence of large organised retail shops has a detrimental influence on the volume of business and profitability of small kirana businesses located near large organised retail outlets.
Ganesh & Chalam	2017	India	Traditional Retail (Kirana) Store Operations, including Store Sales, Store Profits, Customer Visits, and Employee Strength, have decreased due to organised Retail Stores.
Mathews	2018	India	Numerous small keepers experienced a precipitous decline in their savings.
Setani et al.	2018	Japan	Establishment of large-scale retail stores has a

			negative effect on the survival probability and sales of existing retail stores.
Sivanesan & Johns	2019	India	Unorganised stores located near organised retailers have been negatively impacted in terms of their business volume and profits, as well as increased operational expenditures, and many retailers have been forced to close their retail locations.
Swarnalakshmi & Supraja	2023	India	According to the report, excessively long working hours for salespeople, poor safety and security conditions in their employment, is a significant concern for local street vendors

2.6 RESEARCH GAP

The current retail environment is undergoing unprecedented change. Almost every facet of retail has undergone transformation, influencing the shift from conventional in-store buying methods to the contemporary model of large-scale retail outlets. The development of these large-scale retail outlets in recent years has been highly dynamic due to their effective integration of supply, proximity, and service. Consumers are increasingly favouring supermarkets and hypermarkets over other commercial models, leading to the progressive decline of small retail stores. There are numerous elements that entice consumers to visit retail stores. After conducting a comprehensive review of the relevant literature, it is evident that the majority of studies on consumer perceptions about small and large retail outlets have focused on crucial aspects of consumer perception such as, variety, parking space, proximity, price, shopping environment, product availability and quality, availability of home delivery, trustworthy salespeople, bulk purchase, new product launches, shelf display, convenient payment and delivery options, brands, one stop purchasing. But it is evident from the review that there is hardly a study that focused on all the elements of a retail stores in order to determine the specific criteria that draw customers to both large-scale retail outlets and small retail businesses. There is a research opportunity to conduct a comprehensive study that encapsulates the whole spectrum of marketing mix including factors under product mix, price mix, place mix, promotion mix, process mix, people mix and physical evidence mix which has not been considered in any of the previous attempts made in the Indian and overseas countries.

Prior to this, scholars have concentrated on evaluating the effects of shopping values on customer satisfaction (Allard et al., 2009; Atulkar & Kesari, 2017a, 2017b; Babin et al., 1994; Bloemer & Schroder, 2002; Roy, 1994; Wakefield & Baker, 1998b), loyalty (Carpenter, 2008; Dick & Basu, 1994; Rayburn & Voss, 2013; Sirohi et al., 1998; Thaichon et al., 2016; Thilina & Liyanage, 2015), repurchase intentions (Hart et al., 2007; Kabadayı & Alan, 2012; Lembah & Haryanto, 2022; Moharana & Pattanaik, 2023; Swinyard, 1993; Zeithaml, 1988) and customer preferences mostly in the USA, European countries metro cities of India but a very little attention has given on the impact of factors influencing consumers perception on shopping satisfaction, word of mouth and revisit intension.

The reviewed studies have examined the impact of large-scale retail outlets on several aspects of small retailers, including business volume, profits, operational expenditures, savings, customer visits, employee strength, taxes, selling price, and advertising. An opportunity exists to investigate the impact of large-scale retail outlets on service expectation, sales of different categories of products, customer base along with sales turnover and employment, and store operation

Again, it is also evident from the literature reviewed that only a handful of earlier studies examined the small trader's perception of large-scale retail outlets. Hence, present study can be considered as an attempt to bridge this gap. Also, in the studies reviewed, the perception and impact have been dealt with in a fragmented manner, hence failing to present a complete and coherent understanding of the impact of large-scale retail outlets on small traders and coping strategies applied to face the competition from large-scale retail outlets.

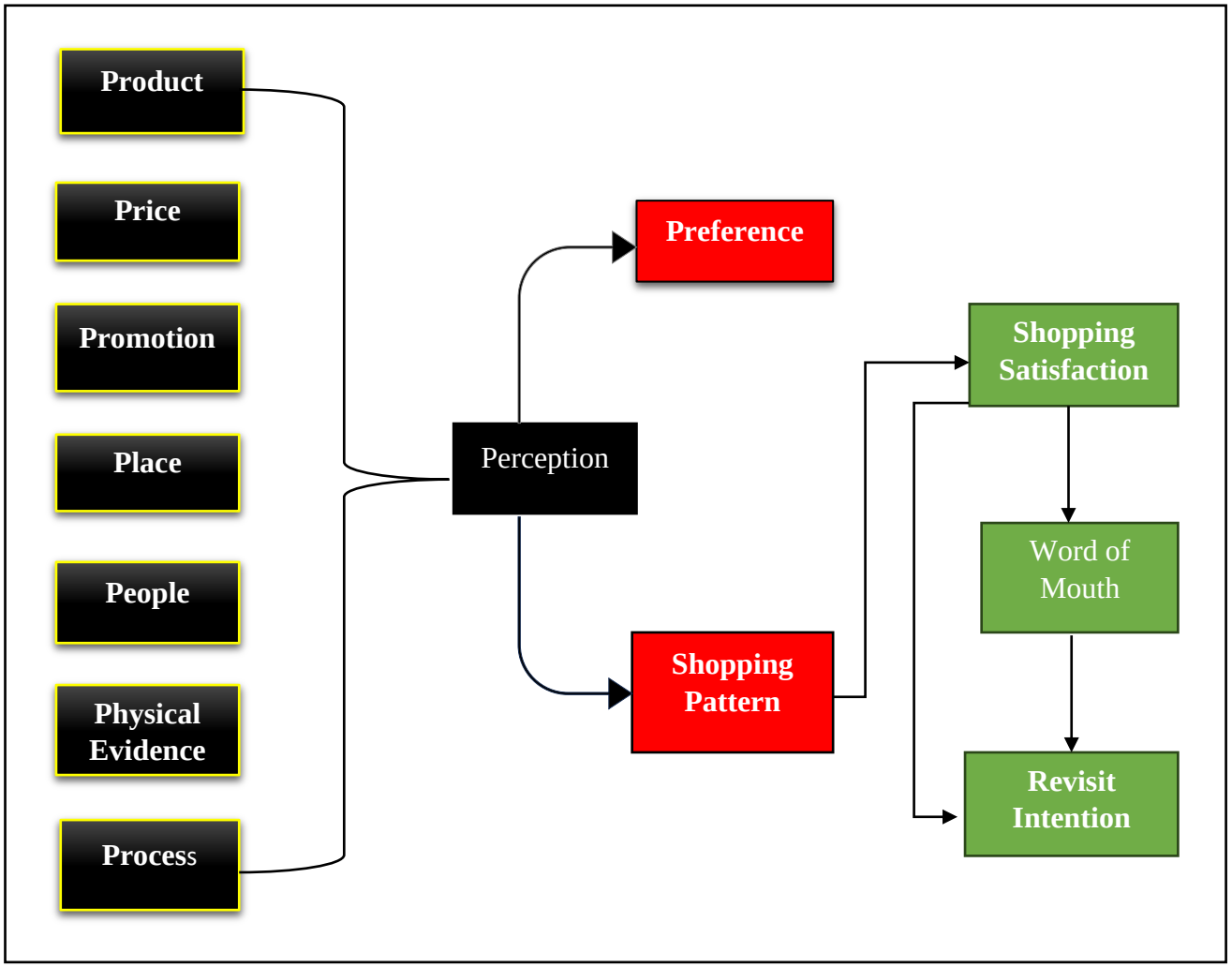
An opportunity to go deeper into the subject matter can be found in a thorough and holistic study that amalgamates all significant dimension of the impact of large-scale retailing on consumers and small traders in the Indian context specially in tier II city, Dakshina Kannada.

2.7 CONCEPTUAL MODEL

In the contemporary competitive marketplace, the success of businesses is significantly influenced by consumer perception (Boada et al., 2023). The detailed review of past literature identified the various factors influencing consumers perception towards retail outlets. Therefore, this study focused on the analysis of consumer perception towards

their preference and shopping pattern in retail outlets by considering different dimensions of marketing mix (Kotni & Sumanth, 2016; McCarthy et al., 1979). The study expands understanding of the relationships between perception, shopping pattern, satisfaction, loyalty and repatronage intentions at large-scale retail outlets (Atulkar & Kesari, 2017b). Discussing various factors influencing consumers perception, researchers attempted to determine how these factors impact the loyalty and repatronage intentions of consumers of large-scale retail outlets via customer satisfaction (Bloemer & Schroder, 2002; Carpenter & Fairhurst, 2005; Jones et al., 2006; Moharana & Pattanaik, 2023). By utilising structural equation modelling, the researcher verifies the interrelationships between various factors in the research framework.

Figure 1: Impact of Large-Scale Retailing on Consumers

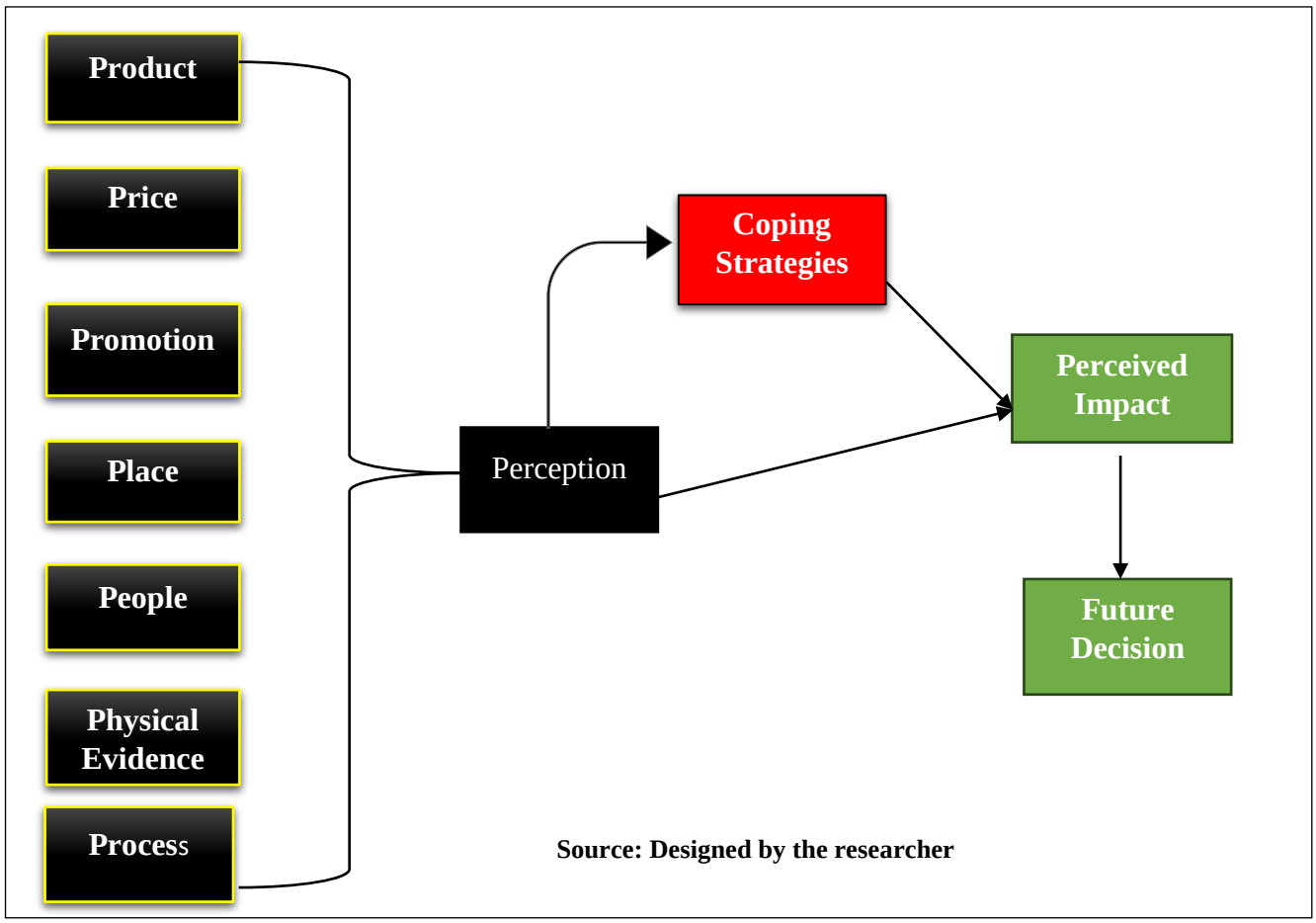


Source: Designed by the researcher

The retail industry has undergone substantial restructuring as numerous large-scale retail outlets quickly mushroomed into Indian retail market. Currently there is tight

competition between large-scale retailers and small traders since these large-scale retail outlets have expanded to smaller cities and also have grown in suburban areas. This evidently threats small traders. While some retailers are successfully transforming or revamping their businesses to adapt to the fast-changing retail landscape, many brick-and-mortar retailers are at risk or slow in transformation (Baird, 2018). Therefore, based on the past literature review, the study analysed the perception of small traders towards different factors of large-scale retail outlets by considering 7P's of marketing mix. This research model aims to provide a comprehensive understanding of how marketing mix elements of large-scale retail outlets influence small traders, the role of coping strategies adopted by small traders on the perceived impact and effect of future business decision (Paswan et al., 2010; Praharsi et al., 2014a). It hypothesizes that these coping strategies play a pivotal role in shaping how small traders navigate challenges posed by the retail landscape. By examining these interrelated factors, through empirical investigation and structural equation modelling, the model aims to provide insights that can inform strategic decisions for both small traders and policymakers ultimately contributing to the sustainability and resilience of small businesses in the face of competitive pressures from large-scale retail outlets.

Figure 2: Impact of Large-Scale Retailing on Small Traders



Source: Designed by the researcher

3.0 STATEMENT OF THE PROBLEM

Shopping is among the most ancient activities that have been practiced by humans with consistent engagement and frequency (Zia & Mohammad, 2013). Over the years consumers orientation towards shopping activity has been changing. The adage "Customer is the King" holds greater significance in the present era, since it is the customer who wields the ultimate influence on sales and determines the fate of the products and services being offered. The current market is characterised by global and well-informed customers who seek convenience and a comfortable purchasing experience. These consumers also have a greater need for product knowledge and exhibit limited brand loyalty. In order to survive in the market, retailers need to analyse these external and internal factors. The changing consumer demand and expectations have compelled retail enterprises to change their format and product offerings.

In recent years, the structure of the Indian consumer market has been transitioning from unorganised retail stores to modern, large-scale retail outlets. Prior to this, the only available option for consumers to make purchases were limited to the kirana stores. Today, they have the option to buy from the same nearby stores, but also has an alternative of visiting a modern, large retail outlet.

A strong trend in favour of modern large-scale retail outlets has been increasing in India as the shoppers are increasingly favouring the convenience of one-stop shopping destinations. Today, the emergence of large-scale retail outlets like supermarkets, hypermarkets, convenience stores, specialty stores and department stores, has brought retailers in close proximity to consumers. These large-scale retail outlets have changed the range of services offered to consumers. Large retail outlets employ several enticing strategies such as competitive pricing, spacious interiors, extensive product selections, parking facility, self-service options, promotional offers, and one-stop shopping convenience to dominate the Indian retail sector.

The shopping environment of a large-scale retail outlet is significantly different from a traditional or a ‘mom and pop’ store. In today's fast-paced world, consumer is faced with a crunch on time. As a result, large-scale retail outlets have transformed into recreation centres, offering not only convenient one-stop shopping but also enjoyable recreational and leisure activities. The convenience and user-friendly shopping experiences at large-scale retail outlets appeal to price sensitive and time constrained consumers ultimately

focusing on satisfaction, positive word of mouth communications and repatronage intentions.

Retail transformation once confined to the metro cities in India now rapidly mushrooming in smaller cities and towns as well (Kumar, 2011; Reardon & Minten, 2011). By offering discounts and offers, the large-scale retailers started attracting not only high-class shoppers but also middle class and lower middle socio-economic class. Therefore, there is a need to understand the reasons for shift from small traders to large-scale retail outlets and also the factors which are influencing the perception of consumers towards large-scale retail outlets and small retail stores.

An ongoing discussion revolves around the growth of large-scale retail outlets in India and its effects on the economy and traditional small traders. According to one set of researchers, the presence of large-scale retail outlets has a beneficial effect on the whole economy(Emongor & Kirsten, 2009; Mairaj, 2008; Rangarajan, 2016; Singh, 2003; Stokke, 2009). They generate huge employment opportunity, provide superior product quality, thereby enhancing the quality of life. Additionally, they contribute to the tax system, assist farmers in enhancing their marketability, and give business prospects to entrepreneurs. According to another set of researchers, entry of large-scale retail outlets poses significant challenges for small traditional traders especially those who are dealing with products such as groceries, vegetables and stationary items. Research indicates that the small traders who are located near the large-scale retail outlets adversely affected in terms of their volume of business and profit (Beck & Demirguc-Kunt, 2006; Borraz et al., 2009; Kalita, 2017; Kathuria & Jain, 2013; Yadav et al., 2017).

While some small merchants may not leverage sophisticated technology, they do possess a solid understanding of their customer's wants and needs. In an effort to remain competitive in the market, they are employing strategies such as providing complementary home delivery, offering discounts, and extending credit facilities. Small traders that rely only on traditional stores are facing difficulties in maintaining profitability and staying competitive in the market.

In this context, the study “Impact of Large-Scale Retailing on Consumers and Small traders- A study with reference to Dakshina Kannada District” is an attempt to know the consumers preference towards retail outlets, factors influencing the perception of consumers towards large-scale retail outlets and small trades, impact of large-scale retail outlets on consumers satisfaction, revisit intention and word of mouth, perception of

small traders towards large-scale retail outlets and the perceived impact of these large-scale retail outlets on small traders. The formulation of research questions serves as the fundamental framework for the construction of a research report.

3.1 RESEARCH QUESTIONS

The research question is of utmost importance in the research process, as it serves as a guiding principle for the design of the study, data collection, analysis, and interpretation of the results. Below are the formulated questions for the study:

1. How do marketing mix elements influence consumers' perception of large-scale and small retail outlets?
2. Why are consumers switching from small retail stores to large scale retail outlets?
3. Are the consumers satisfied by the overall shopping experience at large-scale retail outlets?
4. How does shopping satisfaction at large scale retail outlets impact the consumers future purchase intention and word of mouth?
5. How do small traders perceive the marketing mix elements of large-scale retail outlets?
6. What is the impact of large-scale retail outlets on small traders?

3.2 OBJECTIVES OF THE STUDY

This research designed to address the following objectives:

1. To examine shopping preference of the consumers.
2. To analyse the consumers perception towards large scale retail outlets and small trade stores.
3. To appraise the impact of shopping satisfaction on revisit intentions.
4. To analyse the perception of small traders towards large-scale retail outlets.
5. To assess the impact of large-scale retail outlets on small traders.
6. To offer suitable suggestions for the effective functioning of large-scale retail outlets and small retail stores in Dakshina Kannada District based on the findings of the present study

3.3 HYPOTHESES OF THE STUDY

Based on the above-mentioned objectives, the following hypotheses are formulated and tested **H_1**: Perception towards different elements of marketing mix significantly influence consumers' buying preference.

H_2: Perception towards different elements of marketing mix significantly influence consumers' Shopping Pattern.

H_3: Consumers' Shopping Pattern significantly impact consumers' Shopping Satisfaction.

H_4: Consumers' Shopping Satisfaction significantly impact consumers' Word of Mouth.

H_5: Consumers' Shopping Satisfaction significantly impact consumers' Revisit Intention.

H_6: Consumers' Word of Mouth significantly influence consumers' Revisit Intention.

H_7: Small Traders Perception about Large Scale Retail Outlets influence Perceived Impact of Large-Scale Retail Outlets.

H_8: Small Traders Perception about Large Scale Retail Outlets influence their Coping Strategies.

H_9: Coping Strategies adopted by small traders influence their Perceived Impact of Large-Scale Retail Outlets.

H_{10}: Small Traders Perceived Impact of Large-Scale Retail Outlets influence their Future Business Operation Decision.

4.0 SCOPE OF THE STUDY

The present study attempts to analyse the impact of large-scale retail outlets on consumers and small traders in Dakshina Kannada District. Large-scale retailing includes broad spectrum of store categories. However, the scope of this study is limited to two specific categories of large-scale retail outlets namely, super market and hyper market. This study is confined to seven large-scale retailers, namely Reliance Smart, Spar, Nilgiris, D Mart, Big Bazar, More and Navami. The product offerings of different outlets vary from each other. The study centred on particular product categories, namely,

Personal Care (comprising, Oral Care, Skin Care, Hair Care and Personal wash, Toiletries and Paper Products, Shoe care), Household Care (comprising, Fabric wash, Household cleaners) Grocery and Food Items (comprising, Staples/ Cereals, Flour, rice and sugar, Cooking oil/Butter/Ghee, Bakery products and Snack food, Chocolates and Ice creams, Fruits and Vegetables, Dairy products), Beverages (comprising, Tea, tea bag, Coffee, Juices, Bottled water, Soft drinks), Household items (comprising Household appliances, Electric appliance, Kitchenware, Luggage and Travel items, Toys and Stationery) and Fashion (comprising, Clothing and Accessories and Footwear)

The present study attempts to explore the impact of large-scale retail outlets on consumers store preference, the factors influencing consumers perception, impact on satisfaction, the likelihood of revisiting, and word-of-mouth communication. It also considers the challenges encountered by the consumers while shopping at large-scale retail outlets. Further, consumers perception towards both large-scale retail outlets and small retail stores is studied by considering 7 p's of marketing mix (Booms & Bitner, 1981; McCarthy et al., 1979) namely product, price, place, promotion, people, process and physical evidence. The consumers residing in Dakshina Kannada are considered for the study.

The second part of the study analyses impact of large-scale retail outlets on small traders. It includes product/service quality offered, small traders' perception, reason for the impact and strategies adopted. Further, impact on small traders covers consumers service expectation, sales turnover and employment, customer base and store operation.

5.0 RESEARCH DESIGN AND METHODOLOGY

The research problem is addressed using a descriptive research design. It makes an effort to gather information that goes beyond just offering a cursory description. It is a meticulous process that reveals the intricate characteristics of a phenomena, population, or situation. The current study emphasises the thorough and characteristic-driven nature of descriptive research. The research problem, study objectives, and research questions/hypotheses are well outlined. A structured questionnaire is developed to gather responses from selected sample respondents to answer research questions and make conclusions based on hypotheses.

5.1 SOURCES OF DATA COLLECTION

An effort was made to analyse the impact of large-scale retail outlets on consumers and small traders. For this purpose, combination of primary and secondary sources of data was employed.

- **Primary Data:** The survey method was used for collection of primary data from the respondents. Taking into consideration the objectives of the study, two distinct structured questionnaires i.e. one for the consumers and another for small traders were constructed. A total of 600 questionnaires were administered to the above categories of respondents. A total of 420 responses were obtained from consumers, while 390 responses were obtained from small traders. After carefully evaluating the responses for their comprehensiveness and appropriateness, a total of 385 data sets from consumers and 368 data sets from small traders were chosen for the final study.
- **Secondary Data:** The secondary data has been collected mainly from journal articles, industry reports (Indian Brand Equity Foundation (IBEF) Report, Technopak Retail Report, National Investment Promotion and Facilitation Agency Report, Kearney Report etc), books, reports from newspaper like the Hindu, Business Chief (online versions), report from Government agencies and websites of Reliance Smart, SPAR, Nilgiris, Big bazar, More, Navami and D Mart were considered. Online databases such as Google Scholar, Scopus, Science Direct and Research Gate, and Shodhganga were also considered for secondary data collection.

5.2 QUESTIONNAIRE DESIGN

T Two different questionnaires (one for consumers and another one for small traders) are developed following an extensive review of the relevant literature. The first questionnaire designed to study the impact of large-scale retail outlets on consumers was divided into following sections:

Table No: 1 Contents of Questionnaire (Questionnaire 1)

Section	Elements
I.	Demographic Profile of the Respondents
II.	Shopping Pattern of the Respondents
III.	Perception towards large-scale retail outlets and small traders
IV.	Shopping Satisfaction
V.	Revisit Intention and Word of Mouth

VI.	Inconvenience faced by the consumers at large-scale retail outlets

Source: Designed by the researcher

The second questionnaire, which aimed to study the impact of large-scale retail outlets on small traders, was divided into the following sections:

Table No: 2 Contents of Questionnaire (Questionnaire 2)

Section	Elements
I.	Demographic Profile of the Respondents
II.	Business Profile of the respondents
III.	Small Traders Perception towards Large-Scale Retailing
IV.	Impact of Large-Scale retail outlets on small traders
V.	Causes for the impact
VI.	Strategies to face the competition from largescale retail outlets

Source: Designed by the researcher

5.2.1 DEVELOPMENT AND VALIDATION OF QUESTIONNAIRE AND PILOT STUDY

The pilot study is crucial for enhancing the quality and effectiveness of the primary study (Baker, 1994; De Vaus, 1993; Teijlingen van et al., 2001). Pilot study is conducted to improve the questionnaire, ensuring that respondents can answer it without difficulty. Additionally, it provides an initial evaluation of the validity and reliability of the data collected. At first, the subject experts in marketing, consumer behaviour, and statistics were consulted to provide suggestions about the format, structure, and selection and grouping of variables and scaling of the questionnaire. The feedback provided were carefully considered, and the variables contained in the questionnaire were appropriately modified to enhance clarity and comprehensibility.

Consequently, the questionnaire was subjected to a pilot test with a sample of 50 participants in order to verify the accuracy and reliability of the questionnaire. Cronbach's alpha was computed to confirm internal consistency among the scale items in the questionnaire. Modifications were made to the questionnaire based on the findings of the reliability test, and the reliability was subsequently retested. The table below displays the Cronbach's alpha value resulting from the reliability study of the final questionnaire scale items.

Table No 3: Reliability Results (Questionnaire 1)

Scale	Cronbach's Alpha (Large Scale Retail)	Cronbach's Alpha (Small Retail Stores)	Number of items
Perception towards Product related factors	0.777	0.840	8
Perception towards Price related factors	0.770	0.754	5
Perception towards Place related factors	0.762	0.748	7
Perception towards Promotion related factors	0.894	0.903	10
Perception towards Process related factors	0.741	0.869	8
Perception towards People related factors	0.756	0.776	5
Perception towards Physical Evidence related factors	0.918	0.913	11
Shopping Satisfaction	0.843	0.856	8
Revisit Intention	0.762	-	4
Word of Mouth	0.844	-	5

Source: Survey Results

Table No 4: Reliability Results (Questionnaire 2)

Scale	Cronbach's Alpha	Number of items
Quality of Product/Services offered	0.779	11
Perception towards Product related factors	0.758	6
Perception towards Price related factors	0.790	7
Perception towards Place related factors	0.732	5
Perception towards Promotion related factors	0.701	5
Perception towards Process related factors	0.710	9
Perception towards People related factors	0.726	4
Perception towards Physical evidence related factors	0.780	3
Impact on Consumers Service Expectation	0.748	10
Impact on Sales Turnover and Employment	0.704	5
Impact of Large-Scale Outlets on the Sales	0.901	26

Impact on Customer Base	0.782	4
Impact on Store Operation	0.840	11
Reasons for the Impact	0.923	20
Strategies to face the competition from Large-Scale Retail Outlets	0.845	16

Source: Survey Results

Table No 3 and 4 indicates that almost all dimensions show Cronbach's alpha (α) values for each scale used in the study are above 0.7 which is considered to be acceptable (Creswell, 2005; Pallant, 2001; Sekaran, 1992).

5.3 PERIOD OF THE STUDY

Introduction and Literature Review: 2018-2024, Conceptual Framework and Conceptual Model- 2019, Questionnaire Design (Part 1 and 2) and Pilot study – January 2020.

Questionnaire Redesign, Data Collection and Analysis and Interpretation: (Survey 1- Consumers)- February 2020 to September 2022, Data Collection and Analysis and Interpretation (Survey 2- Small Traders)- September 2022 to December 2023.

5.4 STATISTICAL TOOLS USED

A number of statistical techniques are employed in the hypothesis testing and data analysis. The following is a list of the tools:

- Percentage Analysis
- Mean
- Median
- Standard Deviation
- Independent sample t-test
- Chi-Square Test of Independence
- ANOVA
- Factor Analysis
- Structural Equation Modelling

The statistical analysis was conducted using the software IBM SPSS® 23.0 version, IBM SPSS® AMOS 24.0 version and the graphs were produced using Microsoft Excel 2021

5.5 SAMPLING DESIGN

5.5.1 Population:

For the present study, two sets of population are taken into account.

- Consumers: This set includes all the consumers of large-scale retail outlets residing in Dakshina Kannada District.
- Small Traders: This set includes all the small traders operating in Dakshina Kannada District.

5.5.2 Sample Size:

- **Consumers of Large-Scale Retail Outlets**: Since the exact population of the consumers of large-scale retail outlets residing in Dakshina Kannada District is unknown, estimation is made to ascertain the sample size for the study based on the formula given by William G. Cochran (1977).

$$n_0 = \frac{z^2 \times p(1-p)}{e^2}$$

Where, n_0 is the sample size, z is the z-value, extracted from a z-table, e is desired level of precision, the margin of error and p is estimated proportion of an attribute that is present in the population (Cochran, 1977). Therefore, substituting, z=1.96, e=0.05 and p = 0.50 we ascertained a sample size of 384.16 approximated to 385.

- **Small Traders**: Since, the large-scale retail outlets are operating in Mangaluru Taluk, Bantwala Taluk, Puttur Taluk and Moodabidri Taluk of Dakshina Kannada District, only these taluks are considered for the study. The total number of registered small traders operating in these taluks were collected from the respective City Corporation and Municipal Office.

Table 5: Total Number of Registered Small Traders

Taluk	Total Retail Stores
Bantwala	358
Mangaluru	3251
Puttur	542
Moodabidri	65
Total	**4216**

Source: Collected from Mangalore City Corporation, Bantwala Municipal Office, Puttur Municipal Office and Moodabidri Municipal Office.

Taro Yamane's sample size determination formula is used to calculate the sample size (Yamane, 1973).

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the size of population and e is the level of precision. Therefore, substituting N=4216 and e = 0.05 we get a sample size of 365.33 approximated to 368.

5.5.3 Sampling Method and Sample Selection Process

- **Consumers:**

For the selection of consumers, initially seven large-scale retail outlets (Reliance Smart, Spar, Nilgiris, D Mart, Big Bazar, More, and Navami) were chosen. During the second stage, four taluks in Dakshina Kannada (Bantwala, Mangaluru, Puttur, Moodabidri) were chosen due to the existence of these large-scale retail outlets. In the final stage, consumers were selected from each of the chosen retail outlets using proportionate sampling technique. A total of 600 respondents were surveyed at chosen large-scale retail outlets to obtain data. Nevertheless, by removing the unfinished and contradictory questionnaires, a grand total of 385 data sets were deemed suitable for the final study. The profile of the sample respondents is provided in the following table.

Table 6: Sample Profile of Respondents- (Consumers)

Taluk	Total Population (Census Report 2011)	Proportion of the Total Population	Sample from each division considered for the study
Bantwala	395380	25.09%	96
Mangaluru	889226	56.44%	218
Puttur	185485	11.77%	45
Moodabidri	105376	6.70%	26
Total	**1575467**	**100%**	**385**

Source: Survey Data

Parameters considered for the selection of respondents;

- Respondents must either be income earners or possess the ability to purchase.
- Respondents should be residing in taluks of Dakshina Kannada.

- Respondents should have shopping experience in both large-scale and small retail stores.

❖ **Small Traders:**

The data of registered small traders operating in the specified taluks is acquired from the appropriate City Corporation and Municipal Office. Data is gathered from a total of 600 small traders using proportionate sampling method. However, by excluding the incomplete and inconsistent questionnaires, a total of 368 data sets are considered appropriate for the final analysis. The profile of the sample respondents is provided in the following table:

Table 7: Sample Profile of Respondents-Small Traders

Taluk	Total retail outlets	Proportion of the Total Population	Sample from each division considered for the study
Bantwala	358	8.49%	31
Mangaluru	3251	77.11%	284
Puttur	542	12.86%	47
Moodabidri	65	1.54%	6
Total	**4216**	**100%**	**368**

Source: Survey Data

6.0 SIGNIFICANCE OF THE STUDY

Over the last 10-15 years, the Indian retail industry has experienced a major growth in the number of large-scale retail outlets. The best-performing large-scale retail stores today include social entertainment features, offer distinctive appeal and a sense of depth in the shopping experience, and are strategically situated in ideal locations that are conveniently reachable by both public and private transportation(Pantano & Naccarato, 2010). While the majority of large-scale retail operations in India are still primarily focused in tier I cities, the increasing scarcity of available space and the rising costs of rent in these cities are now also facilitating the expansion of retail activities (India Brand Equity Foundation, 2023). This phenomenon has resulted in the rapid expansion of large-scale outlets throughout India.

The presence of growing consumer markets, a strong desire for branded products, and low property costs have prompted large retail companies and international retailers to explore the potential in emerging regions such as Dakshina Kannada. Dakshina Kannada is one of the most industrialized districts in the state and generally recognised as 'The Cradle of Indian Banking'. The residents of the district are involved in different occupations with different demographic characteristics. Small retailers continue to dominate the traditional marketplaces, although organised retailing made its entry in the early 2000s. Therefore, it is essential to understand the factors which boosted the development of large-scale retail outlets in Dakshina Kannada. In this regard, this study categorised factors encouraging consumers to select large-scale retail outlets over local traders under the seven P's of the marketing mix. It becomes significant to understand how the consumers evaluate the different marketing mix factors of large-scale retail outlet and small retail store.

Good service delivery via quality enhancements crucial for satisfying consumers, which in turn increases their likelihood of revisit and positive word of mouth. By gathering data directly from consumers, the study provides valuable insights for retailers, enabling them to better comprehend consumer behaviour and tailor their products and policies appropriately. Therefore, this study aims to evaluate the impact of consumers satisfaction on revisit intention and word of mouth communication.

The retail sector is experiencing intense competition from large scale retail outlets, which is posing challenges for small traders. Therefore, it is important for small traders to tailor their products and services to meet consumer demands. The current study aims to understand the customers' expectations in small retail stores and also impact of large stores on small traders.

Hence, an attempt has been made to analyse the impact of large-scale retail outlets on consumers and small traders.

7.0 LIMITATIONS OF THE STUDY

The research is limited by the following limitations**:**

- The study focused only on the Bantwala, Mangaluru, Puttur and Mudabidri taluks of Dakshina Kannada, where there are significant numbers of large-scale retail

outlets. Other taluks of Dakshina Kannada, namely, Belthangadi, Sulia and Kadaba were not a part of the study.

- The results of the study are derived from the selected sample size. If a larger sample is collected, the study can yield more robust and reliable results.
- Due to COVID-19 lockdown restrictions, the data collection period was extended for longer duration.

8.0 STRUCTURE OF THE THESIS

The study is coordinated in six chapters presented as below:

Chapter I: Introduction and Research Design

This is an introductory chapter which discusses background, theoretical constructs, technical aspects of the study, namely, introduction to the research problem, research questions, objectives of the study, hypotheses of the study, research methodology, significance of the study, chapter scheme, scope and limitations of the study.

Chapter III: Review of Literature

In this chapter, a comprehensive review of previous research studies is presented, and research gaps are identified.

Chapter II: Conceptual Framework

This chapter covers the conceptual background relating to theories and models of retail development, history of retail industry, evolution of retail in India, Indian retail industry analysis, emergence of south India as a hub of retail activity, retail formats and marketing mix in retail.

Chapter IV: Impact of Large-Scale Retailing on Consumers

This chapter analyses consumers shopping pattern, preference towards large-scale and small retail outlets, perception towards the factors influencing the retail store preference. The chapter also measures the level of shopping satisfaction towards large-scale retail outlets and small retail stores, revisit intentions and word of mouth. This chapter also describes the demographic profile of the respondents. In this chapter, the first, second, and third objectives are accomplished.

Chapter V: Impact of Large-Scale Retailing on Small Traders

This chapter analyses operational self - assessment by small traders, perception of small traders towards the factors influencing the retail store preference and impact of large-scale retail outlets on small traders. This chapter also describes the demographic profile of the respondents. The fourth and fifth objectives are achieved in this chapter.

Chapter VI: Summary of Findings, Suggestions, and Conclusion

The last chapter provides a concise overview of the research findings, recommendations derived from the findings, implications, directions for future research and conclusion. The sixth objective is met in this chapter.

9.0 KEY FINDINGS OF THE STUDY

9.1 Key findings on Demographic Profile of the Respondents (Consumers)

- The study revealed that the majority of the respondents were female, however a nearly equal number of male participants were also the part of the survey.
- Shopping behaviour vary according to the age. The study found that majority of the respondents belongs to younger age group of below frothy years. It clearly indicates that large-scale retail outlets are the shopping destination of young adults.
- The consumers' perception of shopping at large-scale retail outlets and small retail stores may vary depending on their marital status. The survey indicates that a significant proportion of the respondents are married.
- Approximately 80% of the responders have attained higher education, with the majority being graduates and post-graduates.
- It is found from the study that majority of the respondents belongs to salaried class.
- The study revealed that the majority of respondents earn an average monthly income between ₹ 25,000 to ₹ 40,000.
- The study also indicate that more than half of the respondents belong to a family size of two to four family members.
- The study shows that a significant number of large-scale retail stores are located in urban areas, it is observed that over 50% of the participants that patronise these stores are from urban areas.

9.2 Key findings on Shopping Pattern and Preference of the Respondents (Consumers)

- The survey revealed that over 50% of the participants visit large-scale stores on a monthly basis, while the frequency of visits to small retail stores exceeds three times per month.
- The survey found that the respondents prefer to spend their weekends in shopping activities at large-scale retail stores (36.4%). In the case of small retail outlets, most of the respondents prefer to visit on an any given day (67.0%).
- The survey revealed that a significant majority (42.3%) of the respondents expressed a strong interest in visiting large-scale stores during the offer season. Due to the limited number of promotional offers from small retailers, the majority of respondents visit these stores on a regular basis (80.5%).
- The survey revealed that the majority of the respondents like to engage in shopping activities with companions, such as friends and family, in large-scale retail outlets.
- The study found that respondents prefer to purchase Personal Care products, Household Care products, Grocery and Food Items such as (Staples, Cereals, Flour, rice and sugar), Beverages such as soft drinks, Household items, Fashion products from large-scale retail outlets.
- It is also evident from the analysis that respondents prefer to purchase Grocery and Food Items such as Cooking oil, Butter, Ghee, Bakery products, Snack food, Chocolates, Ice creams, Fruits and Vegetables, Dairy products; Beverages such as tea, tea bag, Ground Coffee, Instant Coffee, Juices, Bottled water and Dairy products from small retail stores.
- The research indicates that 49.9% of the participants allocate ₹ 3000-5000 towards purchases made at large-scale retail stores. In case of small retail outlets, 46% of the respondents allocate a budget of ₹ 1000-3000 for their purchases.
- The study indicate that a significant proportion (48.8%) of respondents prefer to use cash as their primary means of payment, with debit cards being the second most favoured option.
- The study also employed chi-square test to examine the association between level of shopping pattern and demographic profile. Results of the test reveals that there is association between shopping pattern and Age, Marital status, and Educational Qualification ($p<0.05$) of the respondents.

9.3 Key findings on Perception towards the Factors influencing the Retail Store Preference (Consumers)

- The study found that the respondents have positive perception towards product related factors of large-scale retail outlets (M=4.3766) and mixed perception about the product related factors of small retail stores (M=2.8474).
- The results of the study indicated that majority of the respondents are influenced by price related factor of the large-scale retail outlets (M=3.9268).
- The perception of respondents about the place related factor of the large-scale outlets and small retail suggest that they are more inclined to visit large-scale retail outlets due to the several place related factors (M=4.0857). One key aspect that influences respondents to visit small retail outlets is their proximity to residential areas, which allows consumers to visit the stores at their convenience.
- Respondents are more likely to visit large-scale retail outlets as a result of the distinct promotional strategies they employ (M=4.4418). The majority of the respondents expressed the view that their visit to small retail stores is not significantly impacted by promotional factors (M=2.1977).
- The respondents hold a favourable perception regarding the personnel factors associated with both large-scale (M=4.0774) and small retail outlets (M=3.2919).
- The respondents hold a favourable perception regarding the process related factors associated with both large-scale (M=3.9971) and small retail outlets (M=3.1201).
- The study found that the various physical evidence factors of large-scale retail outlets influence the respondents to visit the outlets (4.4298) and respondents visit to small retail stores is not significantly influenced by physical evidence factors of small stores (M=2.1351).
- The study also applied independent sample t test to examine the difference in the consumers perception towards the factor influencing their visit to large-scale and small retail outlets. Results of the test reveals that there is significant difference ($p<0.01$) in the consumers perception towards marketing mix factors influencing their visit to large-scale retail outlets and small retail stores.

9.4 Key Findings on Consumers Shopping Satisfaction

- The study reveals that the respondents are satisfied by all the elements of the large-scale retail outlets such as products offered (M=4.327), price offered

(M=3.909), location (M=3.851), promotional offers (4.093), service delivery and operating system (M=3.932), ambience (M=4.127), customer service offered by the large-scale retail outlets (M=4.026).

- In case of small retail outlets they are satisfied only with regard to products offered (M=3.758), location (M=3.831), promotional offers (M=3.031), service delivery and operating system (M=3.395), and customer service of the small traders (M=3.423).

9.5 Key Findings on Revisit Intentions and Word of Mouth

- The study found that respondents have strong intention to revisit large-scale retail outlets. Majority of the respondents agree that large-scale retail outlets will be there first choice over small retail stores (M=3.8935) and in future also they like to continue to shop at large-scale retail outlets (M=3.8623).
- The study also employed chi-square test to analyse the association between level of revisit intention and demographic variables. Results of the test confirm that there is significant association ($p < 0.05$) between the intention to revisit large-scale retail outlets and all of the demographic variables.
- The research identified a significant positive word-of-mouth regarding large-scale retail outlets.
- The study also employed chi-square test to analyse the association between level of WOM and demographic variables. Results of the test confirm that there is significant association ($p < 0.05$) between the WOM communications about large-scale retail outlets and all of the demographic variables.

9.6 Key Findings on inconvenience faced by the consumers in Large-scale Retail Outlets:

- The study identified that lack of support in choosing (M=3.3429), difficulty in returning the product (M=3.7714), slow billing (M=3.9403), limited checkouts (M=3.5766), long waiting time for billing (M=4.2338), crowding (M=4.2052), poor carry bags (M=3.3429), long checkout queues (M=3.9506), store personnel not available when needed (M=3.2675) and non-availability of products in small quantity packages (M=3.7974) are issues encountered by the respondents while shopping at large-scale retail outlets.
- The study also employed chi-square test to analyse the association between level of problems faced by the consumers in large-scale retail outlets and demographic variables. Results of the test confirm that there is significant association ($p <$

0.05) between level of problems in large-scale retail stores and demographic variables except gender and marital status.

9.7 Overall Impact of Large-scale Retail Outlets on Consumers (Results of Structural Equation Modelling)

The Structural Equation Model for impact of large-scale retail outlets on consumers found that overall consumers perception towards large-scale outlets influence their shopping pattern (0.619) and preference (0.531). Shopping pattern impact their shopping satisfaction (0.450), which in turn has impact on revisit intention (0.670) and word of mouth (0.562).

Results of Hypothesis Testing:

Hypothesis	Test	Inference
H_1: Perception towards different elements of Marketing Mix significantly influence the consumers' Shopping Preference	Regression	HS
H_2: Perception towards different elements of Marketing Mix significantly influence the consumers' Shopping Pattern.	Regression	HS.
H_3: Consumers' Shopping Pattern significantly impact consumers' Shopping Satisfaction	Regression	HS
H_4: Consumers' Shopping Satisfaction significantly impact consumers' word of mouth	Regression	HS
H_5: Consumers' Shopping Satisfaction significantly impact the consumers' revisit intention	Regression	HS
H_6: Consumers' Word of Mouth significantly influence on consumers' revisit intention	Regression	HS

9.8 Key Findings on Demographic Profile of the Respondents (Small Traders)

- The study found that majority of the respondents are male comprising of 64.9% of the total selected sample size.
- Majority of the respondents (35.9%) belongs to middle adulthood group as they fall under the age group of 30-40 years.
- The study found that majority of the selected sample retailer possess minimum education qualification. 27.7% of the total 368 sample respondents are PUC holders, followed by graduates (25.8%), SSLC (21.5%), Diploma/ ITI (6.8%) and post graduates (5.2%)

9.9 Key Findings on Business Profile of the respondents (Small Traders)

- The study indicates that more than half (50.3%) of the respondents are operating the retail shops started by their parents.
- Majority (23.1%) of the respondents are in the retail business from last 25-30 years.
- According to the study, the majority (70.9%) of retail stores are located in urban area.
- Majority of the stores are started by the respondents in the form of sole proprietorships (67.9%) and majority (43.8%) of these small retail stores operate between 100 and 200 square feet of retail space.
- The study found that at the time of commencement of retail business, 29.3% of respondents invested ₹ 5-7 lakh as an initial amount of investment.
- The study revealed that respondents deal in groceries and general items (19.4%), clothing and accessories (19%), bakery items (10%), toys (10%), stationery (10%), beauty and personal care products (9.5%), fruits and vegetables (8.8%), electrical appliances (7%), luggage and travel items (4.7%), kitchen appliances (3.8%). Each respondent deal with minimum of two products among the products mentioned.
- Majority of the respondents believe that D Mart is their one of biggest large-scale retail competitor flowed by SPAR, 'SPAR', 'Big Bazar', 'More', 'Nilgiris' 'Navami' and 'Reliance'

9.10 Key Findings on Perception towards the Factors influencing the Retail Store Preference

- The study found that as per the opinion of the respondents, wide range of products (47.3%), good quality products (55.7%), multi branded products (44.8%) and variety of product options (56.3%) offered by large-scale retail outlets are the important **product related factors** which attract consumers to large-scale outlets.
- The study indicates that **price related factors** such as stable pricing for items (53.8%), fair pricing method (40%) and transparent pricing policy (38.6%) of the large-scale retail outlets play important role in inducing shoppers to purchase at large-scale retail stores.
- The study identifies that convenient location (53.5%), all products under one roof (63%), located near important places (57.1%), parking space and service (50.5%) are the **place related factors** which attract shoppers to large-scale retail stores.

- The results of the study reveal that discounts (44.8%), attractive offers/ schemes (58.4%), in store promotion (47.6%) are the important **promotional** tools used by large-scale retail outlets to attract the customers to the stores.
- The study found that packing facility (53%), operating hours (75%), variety of mode of payment (54.1%), home delivery service (46.7%), use of technology (56.3%) and Logistics (64.9%) are the important **process** related factors which make the customers prefer large-scale retail outlets than small retail stores.
- Results of the study states that product knowledge of the sales force (49.5%) and trained personnel (69.6%) are the two **personnel** related factors which induce customers to visit large-scale retail outlets.
- Respondents perceived that product arrangement (56.3%), moving space (56.8%) and cleanliness and neatness (59.8%) of the large-scale retail outlets are more appealing to customers compared to small retail stores.
- The study employed ANOVA to examine the difference between the perception towards marketing mix elements of large-scale retail outlets and business profile of the respondents. Results of the test demonstrates that there is a statistically significant difference ($p<0.01$) between the perception towards product and price related factors and business profile of the respondents. The study also observed that there is a statistically significant difference ($p<0.05$) between the perception towards place related factors and business profile of the respondents except form of organisation of the respondents.
- In the case of promotion related factors, the test results reveal that there is a statistically significant difference ($p<0.01$) between the perception towards promotion related factors and business profile of the respondents except store location and form of organisation of the respondents.
- Results of ANOVA test also reveal that, there is a statistically significant difference ($p<0.01$) between the perception towards process related factors and business profile of the respondents except type of retail store, store location and form of organisation of the respondents.
- Test results also confirms that there is a statistically significant difference ($p<0.01$) between the perception towards personnel related factors and business profile of the respondents except store location and year of experience of the respondents.

- It is also observed that there is a statistically significant difference ($p<0.01$) between the perception towards physical evidence related factors and business profile of the respondents except type of retail store of the respondents.

9.11 Key Findings on Impact of Large-Scale Retail Outlets on Small Traders

- The study found that after the entry of large-scale retail outlets, consumers expectations towards service quality (52.4%), variety products (71.5%), home delivery facility (61.1%), branded products (69.3%), variety of payment mode (67.9%), discounts and other promotional offers (76.6%), after sales service (53.5%), parking facilities (70.9%), products display (75.3%) in small retail stores has increased.
- The results reveal that purchase frequency (59%), purchase quantity (52.2%) and sales volume (61.4%) has decreased after the entry of large-scale retail outlets. It also led to the reduction in both hired employees (51.6%) and family members working in store (45.4%).
- According to the study sale turnover of the Personal Care products; Household Care products; Grocery and Food Items; Beverages; Household items; Footwear products has decreased as a result of the entry of large-scale retail outlets.
- The study state that number of frequently visiting customers (63.9%), customer base during weekends and holidays (61.7%), resumption of patronage by discontinued customers (65.5%) and buying frequency of revisiting customer (67.1%) to small retail stores has reduced after the entry of large-scale retail outlets.
- The study indicate that, due to large-scale retail outlets; store operating expenditures (64.9%), number of new products (64.9%), branded products (66.8%), store space, (48.6%) usage of technology (60.1%), home delivery facility (55.7%), credit purchase facility (45.9%), promotional offers (54.1%), store interior expenses (53.3%) and staff training (50.5%) in small retail store has been increased. It also observed small traders also started attracting customers by providing discounted price strategy, as a results product price offered by small traders also decreased (59.5%).

- The study employed one sample t test to confirm the impact of large-scale retail outlets on small traders. Results of the study reveals that there is an impact of large-scale retail outlets on the small traders ($p<0.01$).

9.12 Key Findings on Reason for the Impact and Strategies to Face Competition from Large-Scale Retail Outlets

- The study found that, the main reason for negative impact of large-scale retail outlets on small traders are variety of product option (50.3%), availability of international (39.9%) and branded products (42.9%), quality (50.0%) and display of products (51.9%), self-service facility (54.6%), all products under one roof (50.3%), convenient location (50.3%), attractive product price (46.5%), discount and other promotional offers (54.9%), special sale offers (53.3%), variety of payment modes (51.9%), parking space and service (50.3%), door delivery facility (38.0%), after sales service (37.2%), store infrastructure (43.2%), lighting and decoration (36.4%), size of the outlets (36.4%), brand image (48.1%) of the large-scale retail outlets and increased service and quality expectations (33.2%) of the customers.
- In order to face competition from large-scale retail outlets, small traders have increased the number of branded products (44.3%), improved product display (39.7%), introduced self-service (37.0%) and home delivery facility (41%), extended store space (26.9%), offered varieties of products (43.8%) and credit purchase facility (23.4%), reduced product price (32.9%), enhanced store layout (28.5%), improved quality of products (28.5%), offered coupons and discounts (26.6%) and different payment options (39.7%), hired competent sales force (35.3%), improved customer complaint redressal mechanism (30.2%) and store operation system (41.8%)

9.13 Key Findings on Small Traders opinion on continuation of Small Retail Business

- The study found that a significant proportion (43%) of the sample retailers expressed dissatisfaction with their current business situation following commencement of large-scale retail outlets.
- The research further revealed that respondents consider large retail outlets as a threat to their business (60.6%) and a majority (54.9%) of them are planning to close their retail stores.

- The study found that respondents are in the dilemma whether to transfer their business to the next generation 34.2%) or not (36.4%).
- Furthermore, they hold the belief that their survival in the market (44.3%) hinges on their strategies to counter the competition posed by large-scale retail outlets.

9.14 Key Findings on the results of Structured Equation Model

- Retailers' perception towards large-scale retail outlets has a significant impact on their perceived influence of large-scale retail outlets and coping strategies. The retailers perception towards large-scale retail outlets influences 77% of perceived influence and 34% of coping strategies.
- The retailers coping strategies to face competition from large-scale retail outlets was found to have a significance impact on perceived influence. Retailers coping strategies would influence 48% of perceived influence on small traders.

Results of Hypothesis Testing

₹Hypothesis	Test	Inference
***H_7:* Small Traders Perception about Large-Scale Retail Outlets influence their Perceived Impact of Large-Scale Retail Outlets.**	Regression	HS
H_8: Small Traders Perception about Large-Scale Retail Outlets influence their Coping Strategies.	Regression	HS.
H_9: Coping Strategies adopted by small traders influence their Perceived impact of Large-Scale Retail Outlets.	Regression	HS
H_{10}: Small Traders Perceived impact of Large-Scale Retail Outlets influence their Future Business Operation Decision.	Regression	HS

10.0 SUGGESTIONS AND RECOMMENDATIONS

Suggestions to Large-Scale Retail Outlets

- Unique product related features of large-scale retail outlets such as wider choice, product display, easy selection, alternative product options, product information, quality, guarantee and branded products can be strengthened up by offering

personalised services to its consumers. Because these features can be easily imitated by its competitors. But differentiation is still possible through personalized approaches in which retailers create unique experiences tailored to individual consumer.

- Major ‘personnel’ issue faced by the consumers in large-scale retail outlets includes, lack of assistance in making choices, the unavailability of store staff, and a sense of being under surveillance. Therefore, large-scale retail outlets must ensure that consumers receive adequate assistance from sales personnel whenever necessary.
- A return and refund policy are also one of the issues faced by the consumers at large-scale retail outlets. Therefore, large-scale retail outlets should create a customer-friendly return and refund policy to build long-term customer relationship.
- One of the major grievances expressed by consumers is the extended waiting time and overcrowding at large-scale retail outlets. Therefore, large-scale retail outlets should adopt measures to avoid long waiting time and crowding by adopting strategies such as express checkouts, priority checkouts and self-checkout options. Additionally, during peak seasons, it is essential for large-scale retail outlets to increase the number of cashiers available.
- Large-scale retail outlets should concentrate on offering products in small packages. Especially large quantities of perishable items might work for large families but not for singles and small families with limited storage spaces. Low-unit price (LUP) packs have multi-dimensional advantages. They allow consumers to experiment, reduce wastage, support use-based consumption and promote fast-moving products in an organization's portfolio.
- If a large-scale retail outlet enjoys high visiting rates, a more effective approach would be to concentrate on existing customers and cultivate relationships by enhancing satisfaction management. The primary emphasis would then be placed on the ambiance, efficiency, and competence of the retail staff. If a large-scale retail outlet is behind competitors and needs to boost its sales and customer visit, then the management should prioritise promotional efforts and location factors that enhance geographical convenience.

- Accompanied shoppers report greater satisfaction with their purchasing experience. Large-scale retail outlets can place greater emphasis on fostering an atmosphere conducive to purchasing with family and friends.
- Large-scale retail outlets are strategically situated in prominent and concentrated locations. They could further prioritise residential zones that provide convenient shopping experiences for consumers. This convenience minimises the necessity for long trips and contributes to the saving of time and resources.

Suggestions to Small Traders

- The retail store shelves serve as the initial point of contact between consumer and a store's products. Implementing focused in-store visibility methods enables small traders to effectively entice consumers to their stores. Small traders should optimise their store's walls, corners, and countertops as areas for showcasing their products. Signage, lighting, colour, or contrast can be employed to accentuate popular and top-selling products, effectively distinguishing them from other items.
- Personalised service is an excellent strategy for small traders to distinguish themselves from large-scale retail operations. Smaller retail stores have the ability to operate with greater speed and provide in depth service that large-scale retailers struggle to match. They can focus on consumers' past purchases and customise their products to meet customers' unique requirements and preferences.
- As per the result of the study cash payment is the most preferred mode of payment by the consumers. Apar from cash, now a days shoppers also prefer digital transactions through Aadhaar Pay and UPI due to ease of use, security, and speed. Small traders can offer digital payment modes to enhance their service to consumers who are consistent and loyal.
- Although enhancing the pre-sales experience is more profitable, small traders should also prioritise providing exceptional after-sales service to consumers. Offering post-purchase assistance enhances customer loyalty and boosts the probability of repeat visits to the store.
- Small traders may counter the challenge posed by large-scale retail outlets by prioritising quality, originality, proximity, and service. This enhances consumer satisfaction and word-of-mouth recommendations.

- It is crucial for small traders to recognise the significance of technology. Technology is not only an add-on but an essential component of the shopping experience. It has the potential to significantly enhance the design of new retail experiences, hence fostering increased consumer loyalty.

To promote and sustain small traders and the retail sector, the government must implement a National Retail Trade Policy with an emphasis on key issues such as simplifying the licensing of small traders, reducing the multiple licensing burden, easing access to credit, especially for small traders, creating a single window facilitation mechanism, promoting training and skill development, and establishing a grievance redressal mechanism for the retail sector etc.

11.0 RESEARCH IMPLICATIONS

The present research not only contributes to theoretical development but also offers significant implications for retail stores, consumers and policy makers.

- By understanding the factors that drive consumers store choice and store satisfaction, managers/ retailers can plan their offerings to meet consumers needs. The present study shows a relationship between satisfaction, revisit intention and word of mouth communications. By focusing on the factors that leads to store satisfaction, mangers/ retailers can develop strong customer relationship and stimulate revisit and positive word of mouth communication.
- The ever-increasing trend towards large store formats does not always imply the elimination of the small retail store. Small traders will profit if they discover the reasons why consumers prefer to purchase at a small retail store and then focus on tailoring their product around those factors.
- By understanding store choice behaviour of the consumers, they can make more informed decision about store selection.
- The present research also helps policy makers to develop policies that foster healthy competition between large-scale and small retail stores.

12.0 DIRECTIONS FOR FUTURE RESEARCH

The retail industry is an extensive and ever-changing field that offers tremendous opportunity for innovative and cutting-edge research. Future research may concentrate

on determining how the presence of other large-scale retail outlets (department store, mail order store, chain stores, discount house) affects small traders and consumers.

Large-scale retailers maintain online stores as well. Potential future study may focus on examining the integration of physical stores and online presence of large-scale retail outlets and its impact on consumer behaviour.

Further research might be conducted on the impact of artificial intelligence (AI) in the retail industry specially by considering augmented reality and virtual reality impacting in store shopping experience.

13.0 CONCLUSION

Retail industry at present is marked by the simultaneous presence of both large-scale retail outlets and small retail stores. It has been observed that the competitive capacity of a retail format is determined by its level of consumer awareness. To understand and manage the customers effectively, information about the changing customers' needs and preference is crucial. This allows retailers to find the aspects that are likely to be appreciated by customers; that is, to identify the underlying factors influencing consumers store choice and decide which of them have a stronger correlation with satisfaction.

The researcher conducted a study on the impact of large-scale retail outlets by considering 7'ps of marketing mix and found that these factors have a significant impact on consumers shopping satisfaction, word of mouth recommendations, and intention to revisit. The study observed that marketing mix elements such as product, price, place, promotion, process, people, and physical evidence positively impacted consumers shopping preference, shopping pattern and shopping satisfaction. Consumers who were satisfied exhibited a greater level of revisit intention and spread of positive word of mouth, emphasising the unique features and shopping experience at large-scale retail outlets. This data can be leveraged by large-scale retail outlets to develop strategies, such as improved customer relationship management, optimised marketing mix elements and convenient in store shopping experience.

The study also aimed at identifying the impact of large-scale retail outlets on small traders. The ability of large-scale retail outlets to provide a comprehensive shopping experience has increased consumer expectation, resulting in a more informed and selective customer base. This transformation has significantly influenced the operating

strategies and survival of small retail stores. Moreover, it has been found that existence of these outlets resulted in adverse effects on small traders. It has decreased the sales, customer base in small stores, while simultaneously leading to an increase in their operational expenditures. In response to these issues, small traders have been forced to incorporate new marketing strategies such as self-service, home delivery service, enhanced store space and layout, wide product range, improved product display, pricing and promotional strategies, recruitment of competent sales force, customer complaint redressal mechanism and store operation system. Despite the competitive pressure from large retailers, small traders have the unique opportunity to differentiate themselves by focusing on personalized customer service and creating friendly shopping experience.

Finally, it can be concluded that in order to ensure affordability, competitiveness and availability there must be a balance between large-scale retail outlets and small retail stores in the market which ultimately benefits the consumers growth and overall satisfaction.

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